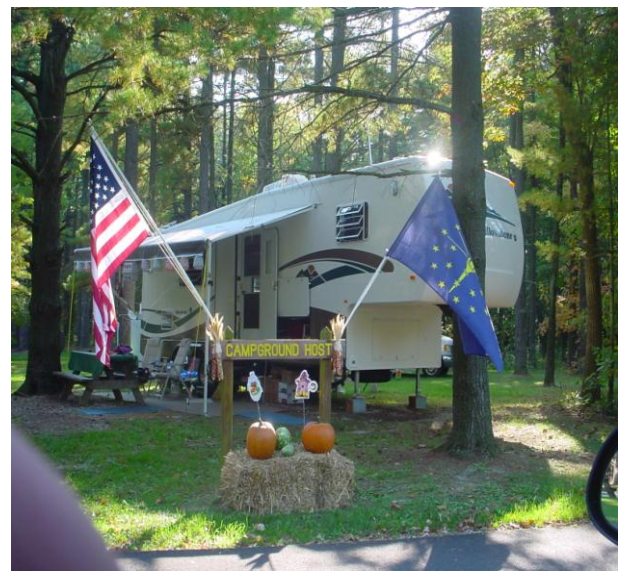


Indiana Department of Natural Resources  
Indiana State Parks and Reservoirs

## A Business Opportunity for operating the Boat Rental and Beach Snack Concession operations at Deam Lake S.R.A., Borden, IN Clark County



## **The Setting**

Deam Lake is forest property designed for recreational activities. Under the multiple use concept, a variety of compatible activities are available. These include fishing, boating, swimming, camping, picnicking, hiking and hunting in designated areas. The 194-acre lake was constructed in 1965 and was named in honor of Charles Deam, Indiana's first state forester. Deam is best known for his book, *Trees of Indiana*, a comprehensive study of trees throughout the state. He was also instrumental in getting land set aside for what is now the Department of Natural Resources.

## **Park Activities**

Nature Center/Interpretive Naturalist Services (Seasonal)

Picnicking/Shelters

Fishing

Hunting

Hiking Trails

Mountain Bike Trails

Swimming / Beach

Camping

Electric / 116 sites

Horseman's Campground / 48 "A" sites



## **Gate Fees**

Indiana State Parks and the State Recreation Areas have had a philosophy of user fees since inception in 1916, and has collected gate fees ever since. Gate fees not only provide self generated revenue from users, but the gate operations also provide another form of security. If a person does not have a camping reservation, they will not be admitted to the property after 11:00 at night.

Currently, the gate fees at Deam Lake S.R.A. are \$5.00 per car for vehicles with Indiana license plates, and \$7.00 for vehicles with out-of-state license plates. This rate is subject to change at any time, with the approval of the Indiana Natural Resources Commission. If they are camping guests, the camping registration will get them back in and out of the park until checkout. Once visitors pay the entrance fee, or show an annual pass, they are allowed to use other services in accordance with property rules and regulations. If there are charges for other services in the park, the visitor will be required to pay these charges also.

Commercial vehicles making deliveries to the facilities, service and repair companies, and employees of the facility reporting for work, do not need to pay the entrance fee, but must sign in at the gate. Employees that wish to use the property for pleasure must pay the entrance fee or show an annual pass. For example, if an employee wishes to use the property after they get off work, during a time a gate fee is charged, they must exit the property and re-enter the property paying the gate fee or showing an annual pass.

## **I. The Offering**

This is a Concession Opportunity Announcement by the Indiana Department of Natural Resources. This announcement solicits expressions of interest from all persons who wish to be considered for operating the Boat Rental and Beach Snack Concession operations within Deam Lake State Recreation Area.

The Department of Natural Resources (DNR) requests that all persons (individuals, corporations or partnerships) interested in operating the Boat Rental Concession to submit a proposal to the DNR in the manner described in this announcement.

This Announcement is intended to publicize the availability of the contracting opportunities described herein. This is not an Invitation to Bid and it is not a Request for Proposal under the Indiana Procurement Code. The State of Indiana creates no obligation, expressed or implied, by the issuance of this announcement or by the receipt of any proposals requested herein. The award of any contract as a result of this announcement shall be at the sole discretion of the issuing agency. Neither this announcement nor any proposal submitted in response hereto are to be construed as legal offers.

## **II. Services to be provided**

### ***The boat rental concession***

The general season for the boat rental is in conjunction with the campstore/beach snacks operation and is usually from early May through October.

### **The Beach Snack concession**

*The general season for the beach snack concession is Memorial Day weekend through Labor Day.*

The operator shall provide food, snacks, drinks and other items as are appropriate to this type of concession. The operator shall employ suitable employees to operate the concession. The Operator shall maintain the facility in a clean and inviting manner, and carry out the other terms as indicated in the Agreement.

The Department reserves the right to accept or reject the sale of any item, if it is felt that item is either harmful or of a questionable nature. It is suggested that a large quantity of gifts and souvenirs be nature-oriented.

If vending is specified as part of the License and Concession Agreement, machines must be kept serviced and clean. If a machine breaks down, it must be repaired and operating within 24 hours of service request.

If firewood is specified as part of the License and Concession Agreement, it should be of high quality and bundled for the customer indicating the amount of firewood in the bundle. **Also, successful vendor will be required to follow all rules and regulations relating to the most current DNR Firewood Policy.**

The enclosed License and Concession Agreement details specific duties, responsibilities and other areas, such as prohibited items and reporting requirements; therefore, it is suggested that all potential bidders become familiar with this agreement and how it may affect the proposal.

<b>Sales</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
	\$8,082	\$11,320	\$18,511
	<i>As of July 30</i>		

### **III. DNR Concession Agreement**

The DNR Concession Agreement is expected to be awarded based upon the proposals submitted in response to this announcement. **The agreements will be for up to four years, covering the 2014 – 2017 concession seasons.**

DNR expects that the Agreement will be fully negotiated and available for execution on or before March 31, 2014. The Agreement will require that the operator be prepared and available to commence operations on or before May, 1 2014. Depending upon the nature of the concession and the circumstances of the operator, the State may require that the operator post a performance bond or other assurance of performance.

Under the Agreement, the operator will be required to provide all supplies, (such as camping items, food items, souvenirs, etc.), services, employees and other resources needed to operate the concession. The availability of State-owned equipment for use in the concession varies by concession. However, the operator is responsible for providing any equipment not provided by the State. **(It is strongly suggested that the proposer contact the property manager to make arrangements to view the layout of the building before submitting a proposal). The successful proposer may be required to attend a training session prior to opening for business.**

### **IV. Proposal Submission**

**All persons who desire to be considered for a DNR Concession Agreement must submit a proposal no later than 3:00 p.m. on Friday, January 31, 2014.** The proposal should address each of the points described in this Announcement. All information included in the proposals is a matter of public record, unless specifically excepted by Indiana Statutes, I.C. 5-14.

**Three copies of the proposal should be submitted to:**

**Brian Pavlik, Concession Program Manager  
Division of State Parks & Reservoirs  
402 W. Washington St., Room W298  
Indianapolis, Indiana 46204**

The outside envelope should clearly be marked "DNR Concession Agreement Proposal, Deam Lake". Each envelope should also indicate the type of concession, i.e. "boat rental".

**All proposals must be received by the Department of Natural Resources by 3:00 p.m. on Friday, January 31, 2014. Late proposals will not be accepted.**

## **V. Proposal Content**

Each proposal should address the following points:

1. Identification of Interest.

The concession desired must be specifically identified. If more than one concession operation is requested, proposals may be combined for concessions located within the same DNR property. Combined proposals must address each element of information requested for each concession. Also, each combined proposal must indicate whether the operator is interested in operating each concession individually **or** whether the proposal must be considered on an "all or none" basis. If not indicated as "all or none" the award may be split between proposers as deemed in the best interest of the state.

2. Description of Goods and Services

The proposal shall describe the goods and services to be offered to the public by the operator. The description must be in sufficient detail to permit an evaluation of the scope of the concession offered. The proposal shall be as complete as possible.

3. Payment to the State

The proposal must describe the payment to be made to the State of Indiana in consideration for the Agreement. The proposal must identify the basis for payment (i.e. fixed fee, gross percentage, or other method). The terms of the payment and any limitations or conditions must be clearly described. If other than a fixed fee is proposed, the proposal should include an estimate of the total payment to be made under the agreement. If a cost based payment is proposed; the operator must describe the cost allocation system to be utilized to determine the cost of operations.

4. Concession Operations

A. Operations

The proposal shall include a pro forma statement for the operation of the campstore, beach snacks, and boat rental concessions. This statement shall include all projected revenues and expenses for the operation(s). This statement shall provide enough detail for the reader to determine the validity of the projections, and to ascertain that the operator has a viable opportunity to make a profit.

The proposer shall also provide detailed information in regard to the operation of the concession(s).

The minimum level of information required is:

- 1) Pro forma statement with project anticipated gross receipts, expenses and anticipated net profit;
- 2) Statement of days and hours of operations;
- 3) Number of employees utilized-listed by job category and schedule (shift) assignments;
- 4) Equipment to be supplied by the operator;
- 5) Equipment to be supplied by the State;
- 6) Anticipated inventory levels; and
- 7) Detail any action to be taken to improve the appearance of the concession operation (for example, indicate if employee uniforms will be required or if decorative improvements will be made to the concession facility).

B. Management

The proposal should contain a description of the management method to be utilized to maintain the highest possible level of service to the public. A description of the duties of key personnel should be included. If appropriate, the proposal should address the training to be given to the employees. The proposal should describe any plans or policies to be implemented by the operator to provide for the participation of minorities in the concession operation. Include names and resume of Key personnel along with address, date of birth, sex and race. Limited criminal history checks will be conducted by the DNR. Also, include a signed statement from the manager/operator and Key personnel for permission to conduct this limited criminal history check. This check will also be conducted on the proposer.

C. Financial

The proposal should describe the method by which the concession operation will be financed and the levels of capital to be devoted to the concession operation. The proposal must indicate the range of prices to be charged to the public for the goods and services to be offered. (i.e. row boats \$10.00-\$25.00) The operator's commitment, if any, to the individual retail price levels should be stated.

The proposer shall indicate the source of funds needed to operate the concession(s). If the funds are from a commercial source, the proposer must include a letter of commitment from the financial institution.

The state may require the proposer to submit a financial statement upon request.

D. Efficiency

The proposal should describe the operator's innovative approach to improving the level of service to the public at the concession. Any prior experience in the

implementation of service-oriented suggestions must be described. Also, the proposal must include the experience that the owner/operator and Key personnel have in operating the type of concession described herein, and length of service in this type of operation. The proposal must also contain names, addresses and telephone numbers of references.

## **VI. Proposal Evaluation**

Each proposal submitted in response to this announcement will be reviewed and evaluated by one or more individuals designated by the Director of the Department of Natural Resources.

The proposal evaluation will consider the following factors, which are listed in order of decreasing importance:

1. Level of service to the public
2. Adequacy of resources to fulfill the operating plan (including management plans, personnel, financial resources, etc.)
3. Consideration to be paid to the State of Indiana.
4. Level of commitment to develop the facility.

The Director of the Department of Natural Resources will, in the exercise of his discretion, determine which proposal presents the opportunity to satisfy the best interests of the Department and the State of Indiana. The Director's exercise of this discretion will be final. Following the selection of operators, the precise contractual terms and conditions will be negotiated, which may or may not reflect all items in the proposal.